

# San Diego County Children and Families Commission

---

Subject: Media Procedures

Policy Number: CFC-007    Effective Date: December 3, 2001

Page 1 of 2

---

## Purpose

To establish a uniform media relations policy for the San Diego County Children and Families Commission ("Commission").

## Background

The San Diego County Children and Families Commission, the California Children and Families Commission ("State Commission") and other counties' commissions are working together to develop consistent messages to the public about their missions, goals, and activities.

It has become necessary to develop a media policy so that the Commission can better coordinate its media efforts with the State Commission and other counties' commissions. This policy will ensure that the Commission is responsive in communicating to the public about Proposition 10 activities.

## Policy

The Commission is committed to providing to the public full and timely information on the Commission's activities. The Commission practices an open community education process in order to help build public understanding of its programs, benefits, and services. The Commission recognizes the importance of communicating with and responding to the media in a timely, cooperative, and factual manner. Media communication may occur in a variety of formats, including, press releases, media advisories, public service announcements, media events, interviews, marketing campaigns and advertisements. It is the Commission's policy that the Commission's Executive Director serves as the primary contact for media inquiries for the Commission and serves as the focal point for developing information and messages to be conveyed to the media.

## Procedures

### A. Commission Staff

1. The Commission's Executive Director will serve as the primary contact for media inquiries, process inquiries as appropriate, and develop the messages to be conveyed to the media.
2. Commission staff will immediately inform the Executive Director of the Commission of all media contacts and media requests.
3. To the extent that they are consistent with the policy and procedures set forth herein, Commission staff will follow the guidelines established in the Media Manual: A How-to Guide for Prop. 10 Communications when preparing media materials.
4. Commission staff will consult with the State Commission contracted media consultant when preparing media responses, when appropriate.

**Subject: Media Procedures**

Policy Number: CFC-007

Page 2 of 2

5. Commission staff will inform Commission members and the following San Diego County entities of any Commission scheduled media events: the Chief Administrative Officer, the Department of Media and Public Relations, the Board of Supervisors offices, and the Health and Human Services Agency's Public Information Officer.

**B. Commission Members/Technical and Professional Advisory Committee (TPAC)**

1. The Commission Chair will approve all local press releases. In the event the Chair is absent, the Vice-Chair will approve all local press releases.
2. The Commission Chair will serve as the spokesperson for any local press release. In the event the Chair is absent, the Vice-Chair will serve as the spokesperson. The Chair, or Vice-Chair in the Chair's absence, may designate the Commission's Executive Director to serve as the spokesperson or to designate an appropriate spokesperson, taking into consideration the content of the press release, subject matter expertise needed, and language needs.
3. Commission and TPAC members will immediately inform the Commission's Executive Director of any media contacts related to Commission activities so that a coordinated response can be made once the needs of the media have been established.
4. The Commission's Executive Director may respond to media contacts as necessary when issues such as timeliness, responsiveness, subject matter expertise or language need are a factor. The Commission's Executive Director will regularly inform the Commissioners of all media contacts.

Sunset: December 2004

Approved:

December 3, 2001  
Date

15  
Commission Item No.